Stanislaus County Economic Forecast

Located immediately east of Santa Clara County, Stanislaus County has evolved from an agricultural community to a bedroom community for South and East Bay workers. It is now growing much of its own industry and is poised for significant growth over the decade.

The largest City is Modesto with nearly 200,000 persons. However, Turlock is the fastest growing city, increasing in population size by 32 percent between 1990 and 2000. By the year 2010, the County's population is projected to rise 21 percent to 568,000 residents.

Population • 2001

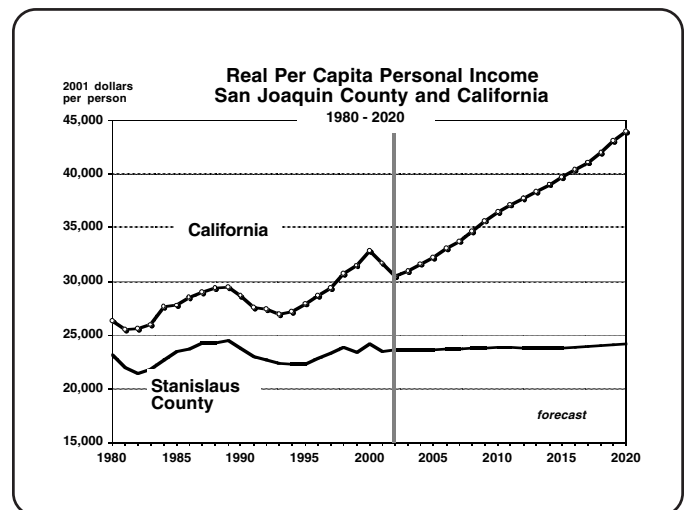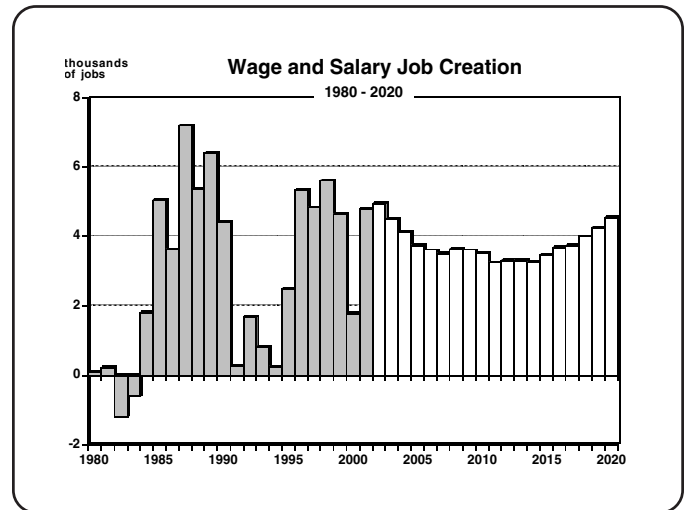|	
Modesto	194,390
Turlock	57,756
Ceres	35,327
Total County	**465,600**

The annual average unemployment rate, 10.2 percent, has declined over recent years, but is still higher than the state's rate of 6.3 percent. Traditionally, agriculturally oriented counties like Stanislaus have greater seasonal variations in employment, resulting in higher unemployment rates.

Non-farm industry employment projections for the forecast period 2002–2007 indicate that services, government, and retail trade will dominate Stanislaus County's future economy. Between 2002 and 2007, these three industries will contribute over 90 percent of the total growth in employment.

Due to its food processing and other related industries, Stanislaus County generates substantial economic activity in processing, packing, marketing, and retailing. Advanced technology plays a major role in agribusiness, transforming the region and positioning Stanislaus County as a global center for agriculture and agribusiness. Labor market conditions in Stanislaus have improved over the last five years as evidenced by growth in civilian labor force and total employment, and declining unemployment rates.

Although Stanislaus County is best known for its agriculture production, the local economy is becoming increasingly more diversified due to the migration of Bay Area workers seeking affordable housing. The median home selling price of a home in the County in January 2002 was $164,000. For all of California, the median selling price was $285,860.

Wage and Salary Job Creation
1980 - 2020

Real Per Capita Personal Income
San Joaquin County and California
1980 - 2020

Forecast Highlights

• Non-farm employment averages 2.5 percent growth per year between 2002 and 2007. Between 1990 and 2000, employment in the non-farm sector averaged 3.0 percent growth per year. Farm employment is forecast to decline 0.7 percent per year over the next five years.

• The unemployment rates falls over the forecast period to less than 10 percent, the lowest rate on record. This is due to the declining size of the farm labor market, relative to the total non-farm labor market in the county.

Population Growth
1980 - 2020

Net Migration
1980 - 2020
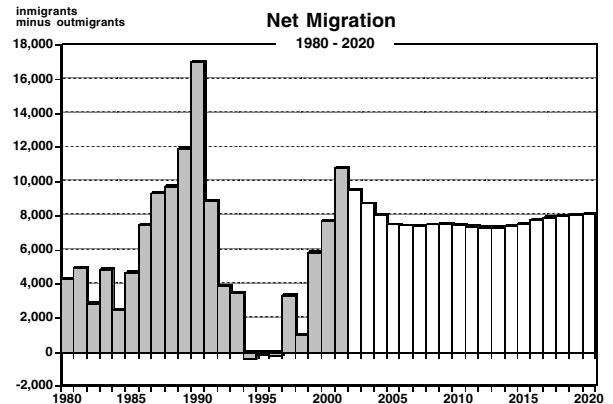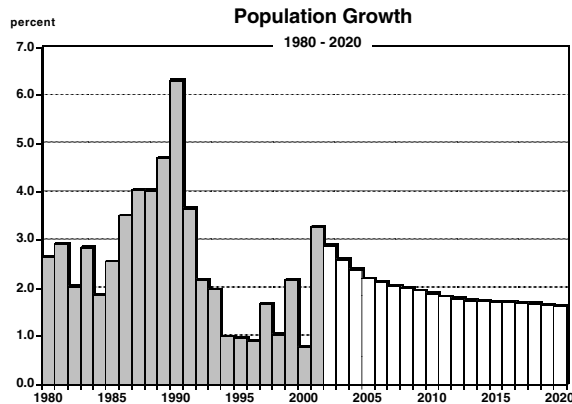
Stanislaus County Economic Forecast
1995-2001 History, 2002-2020 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (number)	Households (thousands)	New Homes Permitted (homes)	Retail Sales (billions)	Personal Income (billions)	Real Per Capita Income (dollars)	Farm Crop Value (millions)	Industrial Production (billions)
1995	422,500	-154	338	137.2	1,347	$2.5	$7.5	$22,294	$1,109	$2.7
1996	426,300	-212	340	138.5	1,428	$2.6	$7.9	$22,882	$1,248	$2.8
1997	433,400	3,342	323	139.7	1,472	$2.7	$8.5	$23,290	$1,325	$2.9
1998	437,900	1,009	343	140.9	2,090	$2.9	$9.0	$23,846	$1,293	$3.0
1999	447,400	5,841	357	142.4	2,310	$3.2	$9.4	$23,419	$1,201	$3.4
2000	450,900	7,725	372	144.7	3,413	$3.6	$10.3	$24,255	$1,190	$3.6
2001	465,600	10,817	376	147.2	3,137	$4.0	$10.9	$23,496	$1,188	$3.6
2002	478,971	9,506	379	150.4	3,034	$4.2	$11.7	$23,584	$1,250	$3.8
2003	491,466	8,736	383	153.5	2,846	$4.4	$12.3	$23,613	$1,318	$3.9
2004	503,177	8,048	387	156.3	2,765	$4.6	$13.0	$23,624	$1,376	$4.0
2005	514,241	7,496	392	159.1	2,926	$4.8	$13.7	$23,639	$1,434	$4.2
2006	525,150	7,450	396	162.0	2,976	$5.0	$14.4	$23,668	$1,496	$4.3
2007	535,903	7,406	401	165.0	3,054	$5.2	$15.1	$23,691	$1,552	$4.5
2008	546,636	7,498	406	168.1	3,074	$5.4	$15.9	$23,746	$1,615	$4.6
2009	557,312	7,524	411	171.1	3,062	$5.7	$16.8	$23,790	$1,678	$4.7
2010	567,889	7,486	416	174.2	3,040	$5.9	$17.7	$23,816	$1,745	$4.9
2011	578,293	7,373	421	177.3	3,040	$6.2	$18.6	$23,815	$1,815	$5.1
2012	588,592	7,316	426	180.3	3,095	$6.5	$19.6	$23,798	$1,888	$5.2
2013	598,868	7,337	432	183.4	3,158	$6.8	$20.6	$23,782	$1,965	$5.4
2014	609,177	7,413	437	186.6	3,216	$7.1	$21.7	$23,784	$2,040	$5.6
2015	619,574	7,545	443	189.8	3,314	$7.5	$22.9	$23,802	$2,116	$5.7
2016	630,150	7,769	449	193.1	3,365	$7.8	$24.2	$23,849	$2,197	$5.9
2017	640,836	7,911	456	196.5	3,362	$8.3	$25.5	$23,883	$2,282	$6.1
2018	651,566	7,978	463	199.9	3,358	$8.7	$27.0	$23,958	$2,367	$6.3
2019	662,324	8,019	471	203.2	3,380	$9.2	$28.6	$24,048	$2,456	$6.5
2020	673,152	8,097	479	206.6	3,446	$9.7	$30.3	$24,151	$2,549	$6.7

• Average salary per worker rises at the rate of inflation over the next 5 years, due principally to the greater job creation in the lower paying industries. Slower growth in payroll incomes causes real per capita income to rise very slowly over the forecast.

• More residential units will be demanded and built in the county over the decade. Home prices will be bid up, at the rate of 2 percent per year, adjusted for inflation.
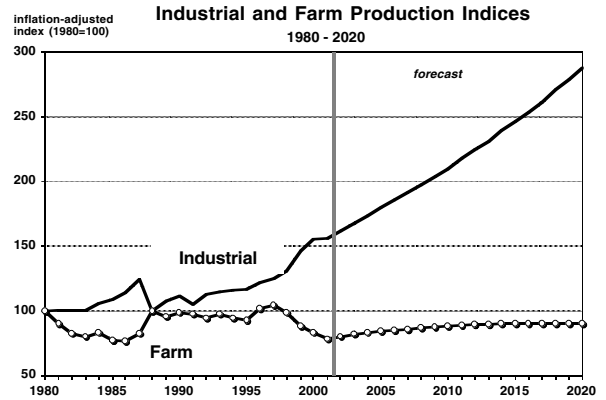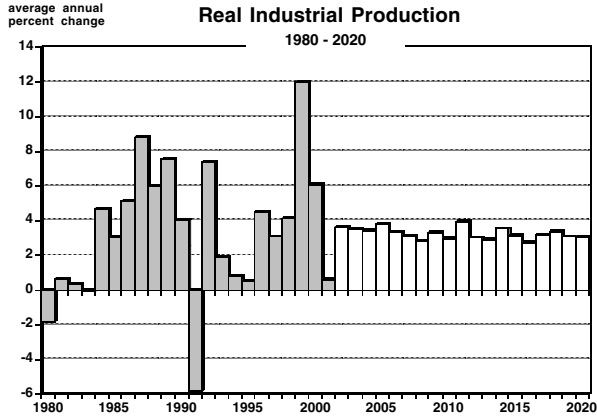
Total Wage & Salary (000)	Farm (000)	Construction (000)	Mining (000)	Manufacturing (000)	Transportation, Utilities (000)	Wholesale, Retail Trade (000)	Finance, Real Estate (000)	Services (000)	Government (000)
				---employment (jobs)---					
138	13.7	6.0	0.000	25.1	5.2	31.6	4.5	28.9	22.6
143	15.2	6.2	0.000	26.0	5.4	32.3	4.4	30.3	23.2
148	16.1	6.8	0.000	26.1	5.4	33.5	4.5	32.1	23.4
153	16.2	8.0	0.000	26.6	5.3	34.7	4.5	34.5	23.7
158	16.4	9.2	0.000	26.3	5.5	36.2	4.6	36.2	23.7
160	15.7	9.8	0.000	26.0	5.6	37.1	4.8	37.0	23.9
165	15.1	11.1	0.000	26.1	5.9	38.5	4.9	38.7	24.4
170	14.9	11.8	0.019	26.5	6.0	40.0	5.0	40.4	25.1
174	14.7	12.3	0.020	26.7	6.0	41.4	5.0	42.1	25.7
178	14.6	12.5	0.022	27.0	6.1	42.7	5.1	43.8	26.4
182	14.5	12.5	0.023	27.2	6.2	43.9	5.1	45.4	27.0
186	14.5	12.5	0.023	27.4	6.2	45.1	5.3	47.0	27.6
189	14.4	12.5	0.023	27.7	6.3	46.2	5.4	48.4	28.2
193	14.3	12.5	0.024	28.0	6.4	47.3	5.5	49.9	28.7
196	14.3	12.5	0.024	28.3	6.4	48.4	5.7	51.3	29.4
200	14.3	12.5	0.023	28.7	6.5	49.5	5.8	52.6	30.0
203	14.3	12.5	0.023	29.0	6.5	50.6	6.0	53.6	30.6
206	14.3	12.5	0.022	29.4	6.6	51.5	6.2	54.8	31.2
210	14.3	12.5	0.022	29.7	6.7	52.5	6.4	56.0	31.7
213	14.3	12.5	0.021	30.1	6.7	53.4	6.5	57.2	32.3
217	14.3	12.5	0.021	30.4	6.8	54.3	6.6	58.6	32.9
220	14.3	12.5	0.021	30.8	6.9	55.3	6.8	60.1	33.6
224	14.3	12.5	0.019	31.1	6.9	56.2	6.9	61.7	34.2
228	14.3	12.6	0.018	31.4	7.0	57.2	7.1	63.5	34.9
232	14.3	12.6	0.017	31.7	7.0	58.3	7.2	65.4	35.6
237	14.2	12.7	0.017	32.0	7.1	59.5	7.4	67.6	36.2

Real Taxable Retail Sales
1980 - 2020

billions of
2001 dollars

5.5
5.0
4.5
4.0
3.5
3.0
2.5
2.0

1980   1985   1990   1995   2000   2005   2010   2015   2020

Total Registered Vehicles
1980 - 2020

thousands of
vehicles

500
450
400
350
300
250
200

1980   1985   1990   1995   2000   2005   2010   2015   2020

Employment in Manufacturing
1980 - 2020

thousands
of jobs

22
20
18
16
14
12
10
8
6
4

Non-durable Manufacturing

Durable Manufacturing

forecast

1980   1985   1990   1995   2000   2005   2010   2015   2020

Employment in Services
1980 - 2020

thousands
of jobs

70
60
50
40
30
20
10

1980   1985   1990   1995   2000   2005   2010   2015   2020

New Residential Units
1980 - 2020

thousands of
units permitted

6,500
5,500
4,500
3,500
2,500
1,500
500

1980   1985   1990   1995   2000   2005   2010   2015   2020

Real Earnings per Worker
Stanislaus County and California
1980 - 2020

2001 dollars
per worker

60,000
55,000
50,000
45,000
40,000
35,000
30,000

California

Stanislaus County

forecast

1980   1985   1990   1995   2000   2005   2010   2015   2020